What is claimed is:

1. A system for dispensing samples comprising:

a sample card distributor (4);

a machine-readable label (3);

a machine-readable label writer (6) for writing data associated with a product (5) onto the machine-readable label (3); and

a device for distributing samples (7) comprising:

a machine-readable label reader (9) for reading the machine-readable label (3);

a database (12) containing sample information;

means for packaging and distributing samples (14); and

a processor (110 for receiving data from the machine-readable label reader (9), obtaining sample information from the database (12), and directing the means for packaging and distributing samples to package and distribute at least one sample.

2. The system of Claim 1, wherein said machine-readable label (3) includes a radio transponder or transmitter.

3. The system of Claim 1, wherein the device for distributing samples (7) further comprises a vending machine.

4.   The system of Claim 1, wherein the means for packaging and distributing samples further comprises:

at least one storage compartment (13) for sorting and/or storing a sample;

a mechanism (14) for packaging the sample in a package;

means for retrieving the sample from the storage compartment and transporting it to the mechanism for packaging (14); and

a dispensing device (15) for dispensing a packaged sample (10).

5. The system of Claim 1, wherein the processor (11) is programmable to receive data from the machine-readable label reader (9), obtain sample information from the database (12), and direct the means for packaging and distributing samples to package and distribute at least one sample.

6. The system of Claim 1, wherein the processor (11) initiates the device for distributing samples (7) when the machine-readable label reader (9) reads data written on a machine-readable label (3).

7. A method for distributing samples comprising:

   distributing a machine-readable label (3);

   transporting the machine-readable label (3) through an environment;

   writing data associated with a product (5) onto the machine-readable label (3);

   reading the data written on the machine-readable label (3);

   comparing the data written on the machine-readable label (3) to a database (12);

   selecting at least one sample based on the comparing step;

   packaging the at least one sample; and

   distributing the at least one sample.

8. The method of Claim 7, further comprising the steps of programming a processor (11) to initiate the reading step when at least one machine-readable label (3) is detected.

9. The method of Claim 7, wherein the writing step further comprises writing information on the machine-readable label (3) upon a manual request.

10. The method of Claim 7, wherein the writing step further comprises writing information on the machine-readable label (3) automatically.

11. The method of Claim 7, wherein the selecting step further comprises selecting based on the comparing step and upon programmed commands for selecting packaging and distributing the at least one sample.

12. The method of Claim 7, wherein the packaging step further comprises packaging the at least one sample with additional materials.

13. The method of Claim 12, wherein the additional materials further comprise: advertising materials, coupons, promotional materials, graphics, messages, instructions for use, and/or additional sample cards.

14. A method of doing business comprising:

    incorporating a machine-readable label (3) to a sample card (2);

    writing data associated with a product (5) onto the machine-readable label (3);

    reading the data from the machine-readable label (3);

    comparing the data written on the machine-readable label (3) to a database (12);

    selecting at least one sample based on the comparing step;

    packaging the at least one sample;

distributing the at least one sample; and

affecting the sale of goods or services based on sample distributed and the data

written on the machine-readable label (3).